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WHAT TO READ ON BUSINESS EFFICIENCY

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PREFACE

THIS BOOKLET tells what information is to be had in printed form on the subjects of business efficiency, management, transportation, advertising and selling, and kindred topics. It will add to the efficiency of any man who makes use of it, for it places at his disposal the ideas of others who have previously solved the problems that now confront him.

The few lines of comment underneath the title of each book express our impartial opinion as to its worth—impartial, because the Business Book Bureau sells *all* business books, and there is, therefore, no motive or excuse for unfounded praise or blame.

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Principles of Business Efficiency

BONUS SYSTEM OF REWARDING LABOR, A—By H. L. Gantt. New York, 1901. Paper. Price 35 cents.

A description of the system introduced by the author—and, therefore, authoritative—into the machine shop of the Bethlehem Steel Works, with samples of the forms, as in actual use.

BUSINESS ADMINISTRATION—The Principles of Business Organization and System, and the Actual Methods of Business Operation and Management. By S. C. C. Parson. 1909. 8vo, 232 pages. Price, $3.00.

A fairly good text-book for schools. The principles of business organization are laid down and the methods and systems based thereon, as actually applied in practice, described. The handling of systems in the various departments of a business; accounting, credits, collection, traffic and shipping, correspondence, buying, stock-keeping, producing, advertising and selling, are consecutively taken up, their interrelation exhibited and the forms and reports reproduced and explained.

BUSINESS MANAGEMENT—(For particulars, see page 42.)

BUSINESS MANAGEMENT AND FINANCE—(For particulars, see page 42.)

BUSINESS ORGANIZATION—By Lawrence R. Dicksee, M. Com., F.C.A., formerly Professor of Accounting at the University of Birmingham; Lecturer at the London School of Economics and Political Science (University of London). London, 1910. Crown 8vo, x+283 pages. Price, $1.50.

The constitution of business houses, the financing of a new concern, the organization of various lines and of departments of business, and the relations of speculation to business, are some of the subjects treated in a somewhat cursory way.

COMMENTARY ON THE SCIENCE OF ORGANIZATION AND BUSINESS DEVELOPMENT—By Robert J. Frank, LL.B., of the Chicago Bar. Chicago, 1911. 3d ed. 12mo, 280 pages. Price, $2.75.

A treatise on the law and science of the promotion, organization, reorganization and management of business corporations. The scope of the book is indicated by the following headings of the chapters: (1) Organization of a corporation; (2) Corporate financing; (3) Corporate management; (4) Reorganization and consolidation of enterprises; (5) Promotion of enterprises. The

appendix contains forms of contracts, reorganization and instalment certificates, by-laws and resolutions; there is also a synopsis of the corporation laws of favorite states for incorporation and rules for listing stocks and bonds. The book contains considerable general information, but is superficial.

COST-KEEPING AND SCIENTIFIC MANAGEMENT—By Holden A. Evans. (For particulars, see page 12.)

EFFICIENCY AS A BASIS FOR OPERATION AND WAGES—By Harrington Emerson. New York, 1911. 12mo, 224 pages. Price, $2.00.

After a philosophical review of the respective inefficiencies characteristic of every existing nation, the author discusses the relative importance of staff and line organization and of standards; the principles involved are then applied to practical cases in manufacturing and operating institutions. The results of the efficiency system—the location and elimination of wastes—are shown with convincing force. The system of wage payment based on efficiency is novel and has aroused a great deal of discussion among technical men.

FACTORY ORGANIZATION AND ADMINISTRATION—By Hugo Diemer, M.E., Professor of Industrial Engineering, Pennsylvania State College; Consulting Industrial Engineer. New York, 1910. 8vo, 317 pages. Price, $3.00.

Beginning with an exposition of the qualifications and functions of an industrial engineer acting as competent adviser to the factory manager, the author proceeds to the consideration of factory location and, then, taking up the departments successively according to a suggestive organization chart, analyzes their functions, the qualifications of their heads and their interdepartmental relations. He describes the forms, records and reports requisite for each department, and illustrates them by samples taken from actual practice. The book is full of valuable suggestions for the engineer and manager.

INCREASING HUMAN EFFICIENCY IN BUSINESS—By Walter Dill Scott. (For particulars, see page 33.)

INDUSTRIAL PLANTS—Their Arrangement and Construction. By Charles Day. New York, 1911. 12mo, 294 pages. Price, cloth, $3.00.

An outline of the processes followed in the office and field work connected with the construction of shops and factories. The selection of a site, the working out of detailed plans and specifications, the layout of the factory, power generation and utilization,

compensation for engineering and construction service and the relation of the manager to the engineer, are ably discussed and illustrated by diagrams and colored charts. A separate chapter is devoted to machine shops and their specific requirements. This is one of the books with which executives in manufacturing establishments should be familiar. Mr. Day is one of the prominent promoters of efficient conduct of business.

INTRODUCTION TO BUSINESS ORGANIZATION—By Samuel E. Sparling, Ph.D., Professor of Political Science in the University of Wisconsin. 12mo, 374 pages. Price, cloth, $1.25; postage, 12 cents.

An elementary discussion of the principles of business organization. The first part of the book deals with the classification of business activities and with the regular phases of business organization. The second part is devoted to the principles, illustrated by a manufacturing organization and followed by chapters on the organization of distribution. A good book for the student taking his first step into the study of business organization.

MAXIMUM PRODUCTION IN SHOP AND FOUNDRY—By C. E. Knoeppel. (For particulars, see page 16.)

METHODS OF THE SANTA FÉ—Efficiency in the Manufacture of Transportation. By Charles Buxton Going. New York, 1909. 8vo, 124 pages. Price, $1.00.

A study of the Santa Fe's ideals and policy, of the management of the stores department, of the centralized manufacturing policies and of their resulting economies, of the bonus system or reward of individual efficiency and effort, of the apprentice system and of the relations of the railroad with its employees. The book is profusely illustrated with cuts of locomotives and buildings. Mr. Going's work on the Santa Fe, it will be remembered, was one of the influences that led to the country-wide Scientific Management movement. Out of print.

MOTION STUDY—A Method for Increasing the Efficiency of the Workman. By Frank B. Gilbreth, Member of the American Society of Mechanical Engineers. With an Introduction by Robert Thurston Kent, Editor of "Industrial Engineering." New York, 1911. 12mo, xxiii+116 pages. Price, $2.00.

A valuable book for every manager and employer of labor. The author shows the necessity of motion study and its place in scientific and efficient management; he discusses the variables of the worker, of the surroundings and of the motion and shows, by examples, how each influences the productivity of the worker; laws are, then, deduced and applied to standardize practice, either for the purpose of increasing output or decreasing hours of labor,

or both. Forty-four cuts illustrating various positions of workmen and machinery serve to make the discussion interesting and instructive.

PRINCIPLES OF INDUSTRIAL ENGINEERING—By Charles B. Going, M.Sc., Managing Editor of "The Engineering Magazine." New York, 1911. 8vo, 192 pages. Price, $2.00.

A digest of the principles of industrial management. The author thinks that the industrial engineer should advise as to all phases of business. The origin and evolution of the industrial system, the principles and forms of industrial organization, and the principal factors of industrial problems, viz., expense, labor and materials, are discussed; the properties and efficacy of the proposed solutions to the problems, are passed in review. The author makes no attempt at the description of methods or devices, the study being directed mainly to ideals and principles.

PRINCIPLES OF INDUSTRIAL MANAGEMENT, THE—By John C. Duncan, M.S., Ph.D., Assistant Professor of Accountancy, University of Illinois. New York, 1911. 12mo, xviii+323 pages. Price, $2.00.

A text-book for students of accountancy and of general business. The following problems are considered: Location of plant; business concentration and integration; specialization; equipment of the plant for (1) synthetical, (2) analytical, and (3) assembling industries, including under this heading also the problem of fire precaution, the building in relation to the workers, and the power problem; organization and management, including here the discussion of the labor force and wages, as well as records of raw materials, of finished and unfinished goods, and of equipment. The book is illustrated with numerous charts, maps, tables and diagrams.

PRINCIPLES OF SCIENTIFIC MANAGEMENT, THE—By Frederick W. Taylor, M.E., Sc.D., Past President of the American Society of Mechanical Engineers. New York, 1911. 8vo. Price, $1.50.

The science of management is thoroughly explained by the author, who is one of the first investigators in the field of industrial management, and the inventor of the famous Taylor System. The principles are derived from the actual experience of thirty years and are based upon a careful study of the man at his job; standards of human labor are established; the result of the introduction of his scientific management methods has been everywhere to enable the employee to earn more wages and the manufacturer to make more profits.

PROFIT MAKING IN SHOP AND FACTORY MANAGEMENT—By Charles U. Carpenter. New York, 1908. 8vo, 146 pages. Price, $2.00.

A practical exposition of methods resulting in increased efficiency of the factory forces. Pointing out the defects of a "run-down" concern, the author advocates its reorganization on the following lines: Introduction of the committee system; determination of standard lines for machining, handling and assembling operations, after the drafting and tool rooms have been brought up to the outlined standard of efficiency; and the upbuilding of a selling organization. The various suggestions, forms and data gathered from the experience of the author, who has been executive of some of the largest manufacturing corporations, render the book valuable to every business man.

SCIENTIFIC MANAGEMENT AND RAILROADS—By Louis D. Brandeis. (For particulars, see page 23.)

SHOP MANAGEMENT—By Frederick Winslow Taylor, author of "The Principles of Scientific Management." With an Introduction by Henry R. Towne, President of the Yale & Towne Mfg. Co. New York, 1911. 8vo, 207 pages. Price, $1.50.

A standard work for those interested in the management of industrial enterprises and in the production of goods; it outlines the complete scheme of an organization and of some of the mechanisms by means of which the theory set forth in the author's "Principles of Scientific Management" can be made effective in the work shop or on the market place; the importance of scientific time study as the foundation for a good management is brought out very forcefully. Several examples from actual experience serve to illustrate and to prove the truth of the author's assertions. Among others he describes the systems of the Link-Belt Engineering Co., of the Bigelow Co., of the C. W. Hunt Co., West New Brighton, N. Y.

TWELVE PRINCIPLES OF EFFICIENCY, THE—By Harrington Emerson. New York, 1911. 12mo, 244 pages. Price, $2.00.

An exposition of the practical application of the principles expounded by the author in his earlier work, "Efficiency as a Basis for Operation and Wages." The first two chapters give examples of organization that make efficiency possible and show how it differs from the old type. The next twelve chapters are each devoted to a single principle by which any establishment may be tested and its efficiency measured. They are: (1) Clearly defined ideals; (2)

Common sense; (3) Competent counsel; (4) Discipline; (5) The fair deal; (6) Reliable, immediate and adequate records; (7) Despatching; (8) Standards and schedules; (9) Standardized conditions; (10) Standardized operations; (11) Written standard-practice instructions; and (12) Efficiency reward, according to the author's ideas. One chapter deals with the methods of measuring and curing wastes. The book is strongly recommended to business men. It is of great importance, though the author's theories may not be altogether in accordance with the views of many business executives.

WORK, WAGES, AND PROFITS—Their Influence on the Cost of Living. By H. L. Gantt. New York, 1911. 12mo, 194 pages. Price, $2.00.

A useful book for the manager and employer of labor in general. Taking up the ordinary wage systems the author points out their defects, outlines his own system of task work with bonus and shows, by means of charts and plates, how its adoption increases production and profits and how it influences the cost of living.

WORKS MANAGEMENT—By William Duane Ennis, Member American Society Mechanical Engineers; Professor of Mechanical Engineering in the Polytechnic Institute of Brooklyn. New York, 1911. 8vo, xii+194 pages. Price, $2.00.

A good text-book on the principles of factory administration. Though dealing with no particular system, but with the general underlying principles of good management, the author is entirely practical in his treatment of the subject. The scope of the book is shown by the following chapter headings: Management Units; Cost Elements and Classifications; Statistical Records; Labor; Material; Burden; Depreciation; Industrial Organization; Principles of Accounting; Plant. Appended are exercises and problems for the use of students.

Business Management and Methods

COMMERCIAL MANAGEMENT OF ENGINEERING WORKS, THE—By Francis G. Burton, A.S.A.A., Incorporated Accountant; formerly Secretary and General Manager of the Milford Haven Shipbuilding and Engineering Company; Lecturer; Author of "Engineering Estimates and Cost Accounts," etc., etc. Manchester, 1905. 2d ed. 8vo, xv+432 pages. Price, $5.00.

As indicated by the title, the book deals chiefly with the commercial side of an engineering undertaking. Cost accounts, estimates, systems of checking and filing, depreciation, the duties and responsibilities of directors, secretaries and auditors in England are among the many subjects discussed. It should be remembered that this is an English publication.

COMMERCIAL ORGANIZATION OF ENGINEERING FACTORIES, THE—A Handbook to Commercial Engineering. By Henry Spencer. London, 1907. 8vo, xvi+221 pages. Price, $4.00.

In the words of the author the book describes "the whole commercial routine of an engineering factory; special attention is directed to the principles of organization which underlie the methods adopted by a present-day administration." The routine is outlined separately for each department, commencing with the correspondence department, followed by the contracting, receiving, estimating, advertising, cost, forwarding, accountant's, cashier's and secretary's departments. Numerous forms accompany the various descriptions.

COMMERCIAL ORGANIZATION OF FACTORIES, THE—By J. Slater Lewis. London, 1896. Large 8vo, xxxvi+540 pages. Out of print.

A handbook for the use of manufacturers written from the point of view of an organizer and manager. The factory and office organization, from the directors to the laborers, is described by departments in its minutest details; the system described, termed "interlocking system," is one under which the accounts in an engineering factory are balanced monthly. The book contains numerous diagrams, charts and forms. Also an English publication.

COST-KEEPING AND MANAGEMENT ENGINEERING: A Treatise for Engineers, Contractors and Superintendents Engaged in the Management of Engineering Construction—By Halbert P. Gilette and Richard T. Dana. Chicago, 1909. 8vo, 350 pages. Price, $3.50.

A treatise on the subject of cost-keeping and management on contract work in accordance with the ten fundamental laws of management laid down by the authors in order to secure the minimum cost. The system is outlined in detail, with all methods, records and report cards illustrated and explained. The last chapter describes other systems of cost-keeping in actual use by engineers and contractors.

COST-KEEPING AND SCIENTIFIC MANAGEMENT—By Holden A. Evans, Naval Constructor, United States Navy. New York, 1911. 8vo, 260 pages. Price, $3.00.

The book is designed primarily for the manager and cost accountant. The importance and purposes of an accurate cost system are shown; the principles and methods of costing, and their practical application to small engineering plants are discussed. The second part of the treatise deals with scientific management as applied to machine, smith, wood-working and canvas and flag shops, covering all its phases—time waste, principles, methods and the results to be secured. A very clear treatment of the subject.

COST OF MANUFACTURES AND THE ADMINISTRATION OF WORKSHOPS, PUBLIC AND PRIVATE, THE—By Cantain Henry Metcalfe, Ordinance Department, U. S. A. New York, 1907. 3d ed. 8vo, 366 pages. Price, $5.00.

An excellent criticism of the present organization and cost methods of the arsenals in the United States and an exposition of the theory of an improved administration system. An appendix illustrates the application of the method to private manufactures. The book is especially valuable for its numerous forms.

DRAPERY BUSINESS ORGANIZATION, MANAGEMENT AND ACCOUNTS—By J. Ernest Bayley, Member of the London Association of Accountants. London. Demy 8vo, 302 pages. Price, $2.00.

Of interest to those engaged in the retail dry goods trade. Part I deals with organization and management, including stockkeeping,

window dressing, advertising and mail orders. Part II deals with the accounting side of the business. Part III treats of branches, their accounts and statistics.

ECONOMICS OF MINING—By T. A. Rickard, W. R. Ingalls, H. C. Hoover, R. Gilman Browne, and others. New York, 1907. 8vo, 421 pages. Price, $2.00; postage, 20 cents.

The book is written by several authors. The following subtitles indicate its scope: Gold Mine Accounts; the Cost of Mining; the Valuation of Mines; Mine Equipment in Relation to Ore Reserves and a discussion of the special classes of mining at various important centers. Those interested in the activities of mining concerns will find this book of great assistance.

ELEMENTARY LESSONS IN EXPORTING AND EXPORTER'S GAZETTEER—By B. Olney Hough. New York, 1909. 12mo, 425 pages. Price, $3.00.

Well arranged and practical. Part I deals with export methods under three headings: (1) How to get foreign business; (2) How to handle foreign business; (3) Documents connected with foreign shipments. Part II contains the Exporter's Gazetteer, giving the reader the essential facts necessary for the exporter regarding all the countries of the world, such as their foreign commercial relations, sailing connections with the United States, the formalities to be observed when making shipments, the language, the tariff, etc. Conversion tables of American money into foreign, and of the English system of weights and measures into the metric system are found at the end of the book.

FARM MANAGEMENT—By Fred. W. Card, Professor of Agriculture. New York, 1907. 8vo, xiii+270 pages. Price, $2.00.

A practical discussion of every phase of farm administration is presented by the author, beginning with the evolution of farming and its elements, capital and labor. The choice of a farm and the systems of farming are considered and compared with other lines of business. The problems confronting a farmer are then dealt with, viz., marketing, advertising, fencing, co-operation, and practical suggestions for their solution are presented. A simple system of farm accounts is described. The last chapter gives a description of typical farms in various parts of the Eastern States.

GROCERY BUSINESS ORGANIZATION AND MANAGEMENT—By C. L. T. Beeching, Secretary and Fellow of the Institute of Certificated Grocers. With Chapters on Buying a Business, Grocers' Office Work and Bookkeeping and a Model Set of Grocer's Accounts. By J. Arthur Smart, of the Firm of Alfred Smart, Valuer and Accountant; Fellow of the Institute of Certificated Grocers. London. Demy 8vo. Price, $2.00.

Contains information with regard to the buying of stock, the design of the shop front, fixtures, etc., and the general internal arrangement of the premises, so as to facilitate the extension of business and the execution of orders. The general question of management is entered into fully, and attention is devoted to the organization of the books of accounts. Deals exclusively with English practice.

HANDBOOK OF COST DATA FOR CONTRACTORS AND ENGINEERS: A Reference Book Giving Methods of Construction and Actual Costs of Materials and Labor on Numerous Engineering Works—By Halbert P. Gilette, Editor-in-Chief, Engineering and Contracting. Chicago, 1910. 2d ed. 12mo, xxiv+1,854 pages. Price, $5.00.

A chapter on the principles of engineering economics and cost-keeping is followed by a discussion and analysis of costs, of the methods of working, of the organization of forces and of the machines used, in the following classes of engineering undertakings: Earth excavation; rock excavation, quarrying and crushing; roads, pavements and walks; concrete and reinforced concrete construction; water works; sewers; timberwork; buildings; railways; bridges and culverts; steel and iron construction, engineering and surveys; miscellaneous, such as cost of fences, of maintaining horses, of a telephone line, etc. The book is technical in its treatment and illustrated.

HARDWARE STORE BUSINESS METHODS—Compiled and edited by R. R. Williams, Hardware Editor of "The Iron Age." New York, 1899. 12mo, 227 pages. Price, $1.00.

A practical and interesting book for the business man. Every phase of the hardware store business: buying, selling, charging,

several methods of stock-taking, pricing, catalogs, credits and collections. There are also numerous suggestions as to starting and conducting such a business.

HOW TO DO BUSINESS AS BUSINESS IS DONE IN GREAT COMMERCIAL CENTRES—By Seymour Eaton, Director of the Department of Industry and Finance, Drexel Institute, Philadelphia. 8vo, 430 pages. Price, $2.00.

An elementary text-book with numerous facsimile forms and with drill exercises and questions appended to every chapter. Suitable for the use of young students.

INSURANCE OFFICE ORGANIZATION, MANAGEMENT AND ACCOUNTS—By T. E. Young, B.A., F.R.A.S., and Richard Masters, A.C.A. London, 1904. 8vo, 146 pages. Price, $1.50.

A brief outline of the general principles of the organization, management and arrangement of work and staff in an insurance office, is followed by treatises on the principles of bookkeeping and their adaptation to the various departments, viz., general, life, fire, marine and accident, illustrated by numerous forms.

MANAGEMENT OF SMALL ENGINEERING WORKSHOPS, THE—By Arthur H. Barker, B.A., B.Sc., Wh.Sc.; Works Manager; Senior Whitworth Scholar; Author of "Graphical Calculus," etc. 2d ed. Manchester, 1903. 8vo, 256 pages. Price, $3.00.

A valuable treatise on English practice in respect to organization of engineering works of moderate size. The author takes up every department and its relations to the general system, of which he would make the Drawing Office the head. The cost factors are also taken up and discussed singly. The classification of establishment costs is well treated.

MANUAL OF CORPORATE MANAGEMENT, A—Containing Forms, Directions and Information for the Use of Lawyers and Corporation Officials. By Thomas Conyngton of the New York Bar. New York, 1911. 3d ed. 8vo, 422 pages. Price, $3.50.

A reference book on every point of corporate procedure prepared in accord with the best modern practice with special refer-

ence to the statutes of New York and New Jersey. The book is especially valuable, because of the 200 collated forms presented in Park IV, which cover almost the entire range of corporate procedure, to corporate directors and officers.

MANUAL OF CORPORATE ORGANIZATION, A—Containing Information, Directions and Suggestions Relating to the Incorporation of Enterprises. By Thomas Conyngton of the New York Bar, Author of "A Manual of Corporate Management." New York, 1908. Buckram, 8vo, 402 pages. Price, $3.00.

A valuable text and reference book for promoters of corporations and business men generally. The author gives detailed directions for incorporating a concern, the legal and financial sides of the problem. The organization of a company, various kinds of securities, the charter, the conversion of a partnership into a corporation, holding companies, and several other matters relating to corporations are considered and valuable suggestions offered. The last part contains numerous forms of Charters, Minutes, By-Laws, of Underwriting, Voting Trust and Option Agreements, and of books incidental to corporation work.

MAXIMUM PRODUCTION IN SHOP AND FOUNDRY—By C. E. Knoeppel. New York, 1911. 12mo, 400 pages. Price, $2.50.

An excellent treatise on the principles of efficient organization and operation in the machine shop and in the foundry. The first four chapters deal with elements common to both, such as accounting and its importance to management; the following three chapters take up the organization of the machine shop; the bulk of the book, however, is devoted to a discussion of scientific management, organization and production in the foundry, to the method of handling shop details, of correct apportionment of burden, and to cost elements.

OFFICE ORGANIZATION AND MANAGEMENT, INCLUDING SECRETARIAL WORK—By Lawrence R. Dicksee, M.Com., F.C.A., and H. E. Blain, Tramways Manager, County Borough of West Ham., London. 306 pages. Price, cloth, $2.00.

This volume gives, with the aid of illustrations and copies of actual business forms, a description of office organization and management under English methods.

ORGANIZATION OF AGRICULTURE—By E. A. Pratt. New York. Price, $2.00 net.

A treatise on agricultural organization in various countries of the world, viz., Denmark, Germany, France, Belgium, Italy, Holland, Hungary, Austria, Switzerland, Sweden and Norway, Finland, Siberia, Servia, Poland, Luxemburg, the United States, Argentina, Canada, Australasia, Ireland, and England and Wales. The relation of agriculture and of the farmer to the railways is discussed and recommendations offered.

ORGANIZATION OF GOLD MINING BUSINESS, THE—With Specimens of the Departmental Report Books and the Account Books. By Nicol Brown. Fo. Price, $10.00.

The object of the author is to so systematize the records of the working or technical end of the commercial departments as to make the whole system of dapartmental reports intelligible to every officer or Board of Directors. The relation of each of a complete set of books is shown by a diagrammatic arrangement, with full size sample pages of books and other forms.

PRINCIPLES OF MINING—Valuation, Organization and Administration. By Herbert C. Hoover, Member of the American Institute of Mining Engineers, etc. New York, 1909. 8vo, vii+199 pages. Price, $2.50.

Valuation of copper, gold, lead, silver, tin and zinc lode mines—of interest to the engineer and manager. The development, equipment, output, administration and risk of mining enterprises are dealt with in detail. This book should also be a part of the mine owner's or manager's library.

SHIPPING OFFICE ORGANIZATION, MANAGEMENT AND ACCOUNTS—By Alfred Calvert. Price, $2.00.

Describes the methods of securing orders, getting in patterns, circularizing foreign firms, conditions of sale, fulfilling contracts, making up and packing goods for shipment, arranging for insurance, shipment and freight, chartering of vessels, pricing and invoicing the goods, preparing the bills of lading, etc., etc. The book contains many and varied English shipping documents in facsimile.

UNIVERSITY ADMINISTRATION—By Charles W. Eliot. Boston, 1908. 8vo, 266 pages. Price, $1.50; postage 15 cents.

The various bodies governing American universities and systems of administration and instruction are described and their relation to one another explained, beginning with the university trustees. The qualities of the members of the faculty and of the deans, the work of the committees, libraries and collections, and many other features of administration are discussed.

Railway Management

Theoretical discussions of transportation problems are not included here. A complete list of such books will be sent on request.

AMERICAN INLAND WATERWAYS—Their Relation to Railway Transportation and to the National Welfare; Their Creation, Restoration and Maintenance. By Herbert Quick. New York, 1909. 8vo, xx+241 pages. Price, $3.50.

A study and criticism of our water highways and a comparison with similar means of transportation abroad; the relation of waterways to the national resources, the question of their restoration and maintenance are ably discussed and illustrated by 80 cuts and a map.

AMERICAN RAILWAY TRANSPORTATION—By Emory R. Johnson, Ph.D., Professor of Transportation and Commerce in the University of Pennsylvania; Member of the Isthmian Canal Commission 1899 to 1904. New York, 1908. 8vo, xvi+434 pages. Price, $1.50.

An able treatise on the subject, which the author begins with a brief discussion of the economic significance of transportation. He then describes the American trunk-line railroads, treating in Part I of their origin and evolution, their present grouping and finances. Part II is devoted to a description of the various services performed by railroads and to accounts and statistics. Parts III and IV discuss the relations of railways to one another, to the public, and to the state. Several statistical tables, illustrations and 14 maps serve to elucidate the subject.

AMERICAN RAILWAYS—By Edwin A. Pratt. Reprinted with additions from "The Times." London, 1903. 8vo, vii+309 pages. Price, $1.25.

The American railways are considered here from the English point of view, the author being an Englishman; he compares frequestly the transportation systems and conditions of the two countries. The book is not too technical, though it contains some charts and statistical tables.

AMERICAN WATERWAYS—(For particulars, see page 42.)

COMMERCE AND TRANSPORTATION—(For particulars, see page 42.)

ELECTRIC RAILWAY TRANSPORTATION—(For particulars, see page 42.)

ELEMENTS OF RAILWAY ECONOMICS, THE—By V. M. Ackworth, M.A. Oxon, Barrister-at-Law. Oxford, 1905. 12mo, 159 pages. Price, 70 cents; postage 5 cents.

"The object of this book is to consider the railways and railway business from the economic point of view." The author deals with the following phases of railway management: Capital, expenditure, income and charges, and concludes with a chapter on classification and rates—the interference of Parliament (English).

ECONOMICS OF RAILWAY OPERATION—By M. L. Byers, C.E., Chief Engineer, Maintenance of Way, Missouri Pacific Railway. New York, 1907. 8vo, 672 pages. Price, buckram, $5.00.

A general outline of the mechanism of railway operation as it is carried on to-day and of the principles which have governed in producing the form this mechanism has assumed and which underlie its economic use, in seven parts: (1) Organization; (2) Employment, Education and Discipline of Forces; (3) Accounts and Accounting; (4) Reports; (5) Economic Operation: General Maintenance of Way and Structures, Machinery Department Operation, Transportation Freight Traffic Department, Other Departments; (6) Analysis of Operations and Control of Expenses; (7) Betterments. A valuable reference book for railway engineers and operating men.

ECONOMICS OF RAILROAD CONSTRUCTION, THE—By Walter Loring Webb, C.E., Member, American Society of Civil Engineers; Member, American Railway Engineering and Maintenance of Way Association; Assistant Professor of Civil Engineering in the University of Pennsylvania. New York, 1906. 8vo, viii+339 pages. Price, $2.50.

A study of railroad economics from the standpoint of the constructing or operating engineer. Three phases of the problem are discussed: (1) financial and legal, dealing with statistics, organization, capitalization and valuation; (2) operating elements of the problem, viz., operating expenses, motive power, economics of car construction and track; the balance of Part II and Part III deal with the more technical elements, such as distance, curvature and grading.

ELEMENTS OF TRANSPORTATION—A Discussion of Steam Railroad, Electric Railway and Ocean and Inland Water Transportation. By Emory R. Johnson, Ph.D., Professor of Transportation and Commerce in the University of Pennsylvania; Member of the Isthmian Canal Commission, 1899 to 1904; Author of "American Railway Transportation" and "Ocean and Inland Water Transportation." New York, 1909. 12mo, xvii+360 pages. Price, $1.50.

The four parts of the book treat of the four means of transportation respectively: steam railway, electric railway, ocean and inland water transportation. A brief historical review of their development is followed by an excellent description of the respective methods of carrying on business and by a discussion of all questions pertaining to the system, such as rates, finances, passenger, freight and mail service, competition, consolidation, and the future outlook. The descriptions are accompanied by numerous illustrations and 20 maps.

OCEAN AND INLAND WATER TRANSPORTATION—By Emory R. Johnson, Ph.D., Professor of Transportation and Commerce in the University of Pennsylvania. New York, 1906. 12mo, xxii+395 pages. Price, $1.50.

A treatise on the economics of transportation by water. The bulk of it, Book I, deals with the system of ocean transportation, its history, its four kinds of services, viz., freight, passenger, mail and express, and with the relation of the carriers to one another, to the public and to the government. The condition of the American mercantile marine and of the shipbuilding industry and the question of government aid are also considered. Book II describes the organization, equipment and traffic of canal, river and lake transportation in the United States. The definitions of terms used in this industry and the numerous illustrations, maps, charts and tables make it a valuable text-book for the student.

OCEAN CARRIER, THE—A History and Analysis of the Service and a Discussion of the Rates of Ocean Transportation. By J. Russel Smith, Ph.D., Assistant Professor of Industry in the Wharton School of Finance and Commerce, University of Pennsylvania. New York, 1908. 12mo, xi+344 pages. Price, $1.50.

An economic study dealing with two phases of ocean transportation: the service and the rates. The development, organization and routes of steamship lines on the Atlantic and Pacific Oceans, and of the coasting trade form the topic of the first part. Part II contains a discussion of the factors affecting ocean traffic freight rates, and of the control of Atlantic rates.

PRINCIPLES OF RAILWAY STORES MANAGEMENT, THE—By William Oke Kempthorne, Chief Storekeeper, Nigerian Government Railways, West Africa. London, 1907. 8vo, vii+268 pages. Price, $4.00.

A practical text-book on the management of the stores department of an English railway, dealing with (1) the staff, (2) the purchase department (the Indent System), (3) storekeeping department, (4) the accounting department and (5) the inspection department, and giving numerous useful forms. Of special interest to railroad accountants, storekeepers and superintendents.

RAILROAD ADMINISTRATION—By Ray Morris, M.A., Managing Editor of the "Railway Age Gazette." New York, 1910. 8vo, x+309 pages. Price, $2.00; postage, 20 cents.

A study of the organization of a railway and of the executive work involved in building, financing and operating a railroad. Various types of organization are considered and compared; to the public relations of a railroad one chapter is devoted. The French and British organizations are also described. Perhaps the best book on the subject now in print.

RAILROAD FREIGHT RATES IN RELATION TO THE INDUSTRY AND COMMERCE OF THE UNITED STATES—By Logan G. McPherson, Lecturer on Transportation, Johns Hopkins University; Author of "The Working of the Railroads." New York, 1909. 8vo, xi+441 pages. Price, $2.25.

An exhaustive discussion of every phase of the railway freight rate problem. The development of its present structure and its relation to the agriculture, industry and commerce of the country, are gone into and traced from the early beginnings. The public sentiment and the legislation of 1887 and 1904, the development of the freight service, classification of rates, the rate wars and traffic agreements are dealt with from a practical and impartial point of view.

RAILROAD TRAFFIC AND RATES—By Emory R. Johnson, Ph.D., Professor of Transportation and Commerce, University of Pennsylvania, and Grover I. Huebner, Ph.D., Professor of Transportation and Commerce, University of Pennsylvania. New York, 1911. 2 vols. 8vo, xvi+524 pages and x+448 pages. Price, $5.00 net.

A practical reference book for railway men, containing detailed information regarding the intricate work of those who have to do with railroad traffic and with rate-making. Volume I deals

with the freight traffic, its sources, organization, management, classification and rates. Passenger, express and mail services form the subject of the second volume. The Railway Act of 1910 and the decision of the Interstate Commerce Commission in the Reno, Nevada, rate case, are found in the appendices. The book is profusely illustrated with forms, maps and charts.

RAILWAY TRANSPORTATION—Its History and Its Laws. By Arthur T. Hadley, Commissioner of Labor Statistics of the State of Connecticut; President of Yale University. New York, 1885. 8vo, 269 pages. Price, $1.50.

Though written 26 years ago, the book is still an authority on railway questions. The facts and principles of American railroad business and legislation are clearly presented, compared with the systems and legislation in England, France and Italy, and the results achieved stated, with a view into the future of the railroad question.

RAILWAY AND TRAFFIC PROBLEMS—(For particulars, see page 42.)

RAILWAY ORGANIZATION AND WORKING—A Series of Lectures delivered before the classes of University of Chicago. Edited by Ernest Ritson Dewsnup. Chicago, 1906. 8vo, xi+498 pages. Price, $2.00.

A compilation of special lectures delivered before the University Classes in railway transportation. Among the subjects treated by various authorities are: The Passenger Department, by Percy S. Eustis, Passenger Traffic Manager of the C., B. & Q. R. R.; The Problem of Handling Less-than-carload Freight Expeditiously and Economically at Terminal Stations, by Nelson W. Pierce, Local Freight Agent, Chicago, of the C. M. & St. P. Ry.; Duties of a Controller, or Chief Accounting Officer, by F. Nay, General Auditor, C. R. T. & P. Ry. The book contains several diagrams.

RAILWAY RATE THEORIES OF THE INTERSTATE COMMERCE COMMISSION—By M. B. Hammond, Professor of Economics and Sociology, Ohio State University. Cambridge, 1911. 8vo, vi+200 pages. Price, $1.00; postage, 9 cents.

From a study of the decisions of the Interstate Commerce Commission handed down during the years 1887 to 1906 the author seeks to discover the principles of railway rate-making evolved from its experience and followed by its members, whenever not enjoined or overruled by the courts. The various factors in rate making, viz., value of commodity, cost of service, distance, competition, class interests and investment, are explained and their practical application discussed.

SCIENCE OF RAILWAYS, THE—By Marshall M. Kirkman. 17 vols. and 3 portfolios. New York, 1907-1911. 8vo, xxx+8872 pages. Price, 17 vols., $36.00.

A description of the methods and principles governing the business of railways. Every phase of railroad construction: capitalization, maintenance, operation, rate-making, management, financing and administration, is treated in an exhaustive manner by the author, who has received the assistance of experts.

The scope of the series and the prices of the separate volumes are as follows:

The Locomotive and Motive Power Department	$3.50
Engineers' and Firemen's Handbook	5.00
Airbrake—Construction and Working	6.00
Shops and Shop Practice, 2 vols.	10.00
Cars—Construction, Handling and Supervision	7.50
Organization of Railways and Financing	3.50
Passenger, Traffic and Accounts	5.00
Freight, Traffic and Accounts	6.00
Building and Repairing Railways	7.00
Operating Trains	6.00
Electricity Applied to Railways	5.00
Locomotive Appliances	6.00
Collection of Revenue	3.50
General Accounts and Cash	3.50
Safeguarding Railway Expenditures	6.00
Railway Rates and Government Ownership	2.50
Locomotive Portfolio	5.00
Car Portfolio	5.00
Airbrake Portfolio	5.00

SCIENTIFIC MANAGEMENT AND RAILROADS—Being Part of a Brief Submitted to the Interstate Commerce Commission. By Louis D. Brandeis. New York, 1911. 8vo, 92 pages. Price, $1.00.

The author seeks to show, by facts proved in industries which differ from the railways in outward form but not in principles essential to the application of scientific management, that there still exist great possibilities of economy in the conduct of railways.

These, he says, would be attained by the introduction of scientific management thus increasing net earnings without resorting to an increase in rates.

STRATEGY OF GREAT RAILROADS, THE—By Frank H. Spearman. New York, 1908. 12mo, 287 pages. Price, $1.50; postage, 12 cents.

In a pleasing style the author gives an insight into the working of the great American railroad systems from their beginning to the present day, including the Vanderbilt, Pennsylvania, Harriman, Gould, Hill, Rock Island, Atchison, Chicago & Northwestern systems, with numerous maps. A chapter deals with the rebuilding of the Chicago & Alton Railway.

TRANSPORTATION IN EUROPE—By Logan G. McPherson, Lecturer on Transportation at the Johns Hopkins University. New York, 1910. 12mo, iv+285 pages. Price, $1.50; postage, 12 cents.

A good description of the transportation conditions in England and on the continent of Europe, covering both waterways and railroads.

WHEN RAILROADS WERE NEW—By Charles Frederick Carter. With Introductory Note by Logan G. McPherson. New York, 1910. 8vo, xiv+324 pages. Price, $2.00 net.

An account of America's pioneer railroads and of the men who built them. The early days and developments of the Erie, of the Pennsylvania Railroad and of the B. & O., the genesis of the Vanderbilt system, the building of the first transcontinental railway and of the Canadian Pacific, are described in a vivid and interesting manner.

WORKINGS OF THE RAILROADS, THE—By Logan G. McPherson, Lecturer on Transportation at Johns Hopkins University. New York, 1907. 12mo, 282 pages. Price, $1.50; postage, 13 cents.

An elementary discussion of the various departments of railway organization and administration, their development, working and interrelation. The last chapter deals with the relations of the railroads to the public and to the state.

Advertising and Selling

ADS. and SALES—By Herbert Newton Casson. 1911. 8vo, vii+167 pages. Price, $2.00.

An interesting study of advertising and selling from the standpoint of the principles of efficiency underlying scientific management. Chapter headings: Can the principles of efficiency be applied to sales?; Efficiency salesmanship; A sales campaign;—how to start it; Face to face salesmanship; The evolution of advertising; The weak side of advertising; The building of an advertisement; An analysis of current advertising; The future of advertising; Public opinion; The professional outsider.

ADVERTISERS' CYCLOPEDIA OF SELLING PHRASES, THE—William Borsodi, Editor. New York, 1909. 4to, 1,360 pages. Price, leather, $15.00.

A compilation of advertisements, phrases and suggestions from the pens of several writers, useful to the advertising writer and business man. Numerous illustrations are found in the text.

ANALYTICAL ADVERTISING—By W. H. Shryer. Detroit, 1912. 12mo. Price, $3.00.

A new and interesting book on the theory of advertising and its practical application. The first eight chapters are devoted to advertising psychology. A portion of the book discusses the relative merits of different sized copy, and actual results and proportional costs of different sized space are given from numerous actual tests, pictures of the copy being reproduced. A line is given on several hundred different publications.

ART AND LITERATURE OF BUSINESS, THE—By C. A. Bates. New York, 1902. 6 vols. 2,221 pages. Price, $25.00.

This is in reality an encyclopedia of advertising. The last volume is devoted to an exhaustive index. Out of print.

ART AND SCIENCE OF ADVERTISING, THE—By George French. Boston, 1909. 8vo, 291 pages. Price, $2.00.

It is the aim of the author to state the fundamental principles of advertising, its theory and science, its moral and esthetic elements, dwelling less on its practical phases. The subject of personal contact, of attraction, suggestion, and assertion, of optics and advertising, of the art of writing an advertising copy, of the printing and type in advertising, are taken up and discussed. The book contains several good illustrations which, however, do not bear directly on the text.

ART OF SELLING, THE—By Arthur Frederick Sheldon, Formulator of the Science of Business Building, and Editor of the "Business Philosopher." 1911. 12mo, 183 pages. Price, $1.25.

An elementary text-book for business colleges and students. The subject matter is divided into 50 lessons, each followed by questions and exercises. Besides the general principles of selling the book deals with retail, wholesale and specialty selling, and contains chapters on selling by letter and by advertising.

BANKING PUBLICITY—By Francis R. Morison. New York, 1904. 164 pages. Price, $1.00.

A useful manual on the art of advertising the business of financial institutions; gives practical illustrations of wording and typographical arrangement of advertisements and forms of "follow-up" letters in the various departments of a bank.

BUSINESS OF ADVERTISING, THE—By Clarence Moran, of the Inner Temple, Barrister-at-Law. London, 1905. 12mo, x+191 pages. Price, $1.00.

An outline of the history and practice of advertising, of the restrictions and censorship imposed, and some London laws relating to ads., with eleven illustrations. Mural, press, circular and pictorial poster advertising are separately dealt with. The more modern American practice is not fully treated.

FINANCIAL ADVERTISING—Edited and Compiled by William Borsodi. New York, 1909. 4to, 128 pages. Price, $2.00.

An interesting collection of words, phrases, illustrated advertisements, and financial short talks, as used by banks, trust companies and other financial institutions.

FINANCIAL ADVERTISING—For Commercial and Savings Banks, Trust, Title Insurance, and Safe Deposit Companies, Investment Houses. By E. St. Elmo Lewis, Advertising Manager, Burrough's Adding Machine Company. Illustrated. Indianapolis, 1908. 992 pages. Price, $5.00.

An exhaustive treatise on the theory and practice of advertising for a banker. The subject is approached from a scientific point of view, and treated in all its theoretical and practical aspects. The numerous illustrations and the specimens of ads. for various cases of banking business are very instructive; the various means of successful publicity and the art of writing advertisements are well discussed.

GINGER TALKS—By W. C. Holman. Price, $2.00.

A stimulating collections of ideas and pointers on the art of selling. It explains how to make approaches, how to secure attention, how to overcome a salesman's difficulties, how to get business.

HUMAN NATURE IN SELLING GOODS—By James H. Collins. Philadelphia, 1909. 16mo, 93 pages. Price, 50 cents; postage, 5 cents.

The author interestingly depicts here some of the salesman's every-day experiences and difficulties; obstacles, the need of nervous energy, competition and training.

125 BRAIN-POWER BUSINESS MANUAL—Edited by W. C. Holman. 1908. 8vo, 883 pages. Price, $2.00.

Articles by several business men dealing with salesmanship in its various phases, e. g., Necessary traits of salesman, selling a general line, systematizing information about a prospect, planning a campaign, tactics of introducing yourself, how to answer objections, etc. Not of much value.

INFLUENCING MEN IN BUSINESS—The Psychology of Argument and Suggestion. By Walter Dill Scott, Ph.D., Director of the Psychological Laboratory, Northwestern University. New York, 1911. 8vo, 168 pages. Price, $1.00.

An analysis of deliberation and suggestion. Arguments and suggestions are differentiated and their respective uses in influencing men demonstrated. Practical hints for making arguments and suggestions effective in making sales, closing deals, writing advertisements and handling employees, are given in the closing two chapters. No business man should fail to read Mr. Scott's book.

LAW OF ADVERTISING AND SALES AND RELATED GENERAL BUSINESS LAW, THE—With which is Combined: Advertising and Sales that Develop Good-Will. By Clowry Chapman. 2 vols. 1908. 8vo, 685 pages. Price, $10.00.

An easily understood, non-technical explanation of the points of law referring to subjects connected with advertising and sales, incl. manuscripts, counterfeiting, domestic and foreign mails, trade-marks, trading stamps, good-will, money orders, transportation. The part of the second volume, entitled "Advertising and Sales that Develop Good-will," is a discussion of the merits and methods of advertising and selling. It has been termed by advertising authorities "The Advertising Man's Bible." Illustrated with several plates in color.

MAKING HIM BUY—The Selling End of It. By Henry C. Lawrence. St. Louis, 1910. 8vo, 296 pages. Price, $2.00.

A very helpful exposition of the art of getting business by mail. The book consists of two parts: Part I deals with the theory and comments on various practical points; in Part II there are 518 specimen letters adapted to every possible business occasion, written in an informal style. A chapter is devoted to "Bonhomie Letters," which are intended to cultivate the customers' good-will and friendship.

MEN WHO SELL THINGS—Observations and Experiences of Over Twenty Years as Travelling Salesman, European Buyer, Sales Manager, Employer. By Walter D. Moody. Chicago, 1907. 8vo, xi+295 pages. Price, $1.00.

In the words of the author: "This book is an attempt to specify the qualifications necessary to the making of a successful salesman and the reasons for so many failures in the greatest profession on earth, the profession of salesmanship." The various qualities of salesmen, good and bad, are discussed and censured or recommended, in pleasing language; the salesman's relation to credits, to the buyer, and to the business are analyzed in the last three chapters.

MODERN ADVERTISING—By Ernest Elmo Calkins and Ralph Holden. Illustrated. New York, 1905. 12mo, xvii+361 pages. Price, $1.50.

A standard manual on advertising. The definitions and a brief history of the subject are followed by a practical discussion of the various classes of advertising and advertisers. Special chapters treat of the mathematics and of the mechanical details relating to the subject.

NEW SALESMANSHIP, THE—By Charles Lindgren. Chicago, 1909. 12mo, 126 pages. Price, $1.50; half leather, $2.00.

An outline of the principles and practice of salesmanship. The various weapons of a salesman are discussed, the art of handling different types of buyers gone into, and the rules for presenting, controlling and building the sales argument set forth, and illustrated by examples from the experience of the writer. Of little value.

PRACTICAL SALESMANSHIP—A Treatise on the Art of Selling Goods. By Nathaniel C. Fowler, Jr., Assisted by 29 Expert Salesmen, Sales-Managers and Prominent Business Men. Boston, 1911. 12mo, xx+317 pages. Price, $1.00; postage, 10 cents.

A practical study and analysis of the principles and ethics of salesmanship. The psychology of selling, the qualifications of every class of salesmen, his relation to customer and employer, are discussed by a man of experience.

PRINCIPLES OF PRACTICAL PUBLICITY, THE—Being a Treatise on "The Art of Advertising." By Truman A. DeWeese. Large crown 8vo, 266 pages, with 43 full-page illustrations. Price, $3.00.

A comprehensive and practical treatise covering the subject of publicity in all its branches, showing the successful adaptation of advertising to all lines of business.

PRINCIPLES OF SALESMANSHIP, DEPORTMENT AND SYSTEM, THE—A Text-book for Department Store Service. By William Ametius Corbion, Originally Instructor in Salesmanship, Service and Conduct in the John Wanamaker Store. Philadelphia, 1907. 12mo, 380 pages. Price, $1.10.

A text-book for the instructor in all phases of department store routine. The service and conduct of the individual salesmen, their knowledge and care of stock, also the principles and psychology of salesmanship are discussed in detail; the last two chapters are devoted to a consideration of the system in selling departments.

PSYCHOLOGY OF ADVERTISING, THE—A Simple Exposition of the Principles of Psychology in Their Relation to Successful Advertising. By Walter Dill Scott, Ph.D., Director of the Psychological Laboratory of Northwestern University. Boston, 1910. 2d ed. 8vo, 269 pages. Price, $2.00; postage, 15 cents.

A valuable theoretical exposition of the psychological factors of advertising, with many illustrations taken from actual practice. Among the subjects treated we find chapters on Appeals to the Customer's Sympathy, on the Will, on the Habit of Reading Advertisements, on the Psychology of Food Advertising, and on the Unconscious Influence in Street Railway Advertising.

PUSHING YOUR BUSINESS—A Text-book of Advertising. By T. D. MacGregor, Ph.B., of the Bankers Magazine. 3d ed. New York, 1909. Small 8vo, 197 pages. Price, $1.25.

In accordance with his assertion, "Advertising is by no means a fixed science," the author advances no theories on the subject; he simply gives hints on advertising in general and on financial advertising in particular. The author also devotes separate chapters to real estate and insurance advertising and to business letter writing, which he considers a part of advertising.

RELATIVE MERIT OF ADVERTISEMENTS, THE—A Psychological and Statistical Study. By Edward K. Strong, Jr., Ph.D. 1911. Large 8vo, 81 pages. Price, paper, $1.00; cloth, $1.50; postage, 10 cents.

The main object of this treatise is to determine whether psychology can be of any help in estimating the value of advertisements before they have been actually used in order to avoid a waste of energy and money. An affirmative reply is derived by the author from a discussion of various experiments, such as vacuum cleaner, piano, breakfast food, toilet soap, Packer's tar soap, and other advertisements. An interesting and useful book.

SALES PLANS—Compiled and Edited by Thomas A. Bird. Chicago, 1906. 8vo, 282 pages. Price, $2.50.

A collection of three hundred and thirty-three successful ways of getting business, including a variety of practical plans that have been used by retail merchants to advertise and sell goods. To the methods of getting business by various contests four chapters are devoted. The volume is suggestive and useful for the merchant and advertising man.

SUCCESSFUL ADVERTISING: HOW TO ACCOMPLISH IT—By J. Angus MacDonald. Philadelphia, 1902. 8vo, 400 pages. Price, $1.50.

A practical work for advertisers and business men, with many ideas and suggestions for various kinds of trades. The five divisions of the books deal with: (1) Ad. building; (2) retail advertising all the year around; (3) special features in retail advertising; (4) mail-order advertising; and (5) miscellaneous advertising.

THEORY AND PRACTICE OF ADVERTISING, THE—A Simple Exposition of the Principles of Psychology in Their Relation to Successful Advertising. By Walter Dill Scott, Ph.D., Director of the Psychological Laboratory of Northwestern University. Boston, 1908. 8vo, 240 pages. Price, $2.00; postage, 15 cents.

The author discusses the principles of psychology and attempts to show their bearing upon the work of a practical advertiser. Association of ideas, perception, personal differences in "mental imagery" and its practical application, are some of the topics discussed and illustrated by actual ads.

TRADE ADVERTISING—

Men's Wear Advertising,
Tobacconist Advertising,
Jewelry Advertising,
House Furnishings Advertising,
Hardware Advertising,
Footwear Advertising,
Grocery Advertising,
Bakery and Confectionery Advertising.

Edited and compiled by William Borsodi. New York, 1909. 4vo, 128 pages each. Price, sold separately, $2.00 each.

Each of those books is a collection of selling phrases and arguments, containing store-talk and covering practically all articles advertised. The illustrated department of each book has in many cases reproductions of ads. actually used by dealers with success.

Business Psychology

ART OF HANDLING MEN, THE—By James H. Collins. Philadelphia, 1910. 16mo, 143 pages. Price, 50 cents; postage, 5 cents.

An interesting discussion of the principles and methods of handling men, useful to the business man. The problems of welfare work, and of the loan shark, are also dealt with.

ESSENTIAL ELEMENTS OF BUSINESS CHARACTER—By Herbert Stockwell. New York, 1911. 12mo, 142 pages. Price, 60 cents; postage, 6 cents.

An analysis of the various traits of business character, as the author has seen them in successful business men of his acquaintance. Among the several elements discussed in a practical and interesting way are: Business organization, knowledge, energy, reliability and sentiment.

HOW BRAIN POWER WINS BUSINESS SUCCESS—A Concentrated Course of Instruction in Using the Masterful Will and Winning Personality in Business Conduct. By Frank Channing Haddock. Minneapolis, 1911. 12mo, 51 pages. Price, $1.00.

A lecture in two parts. Part I gives an analysis of business-building power and outlines three methods for the developing of business mentality. The practical use of the developed brain power as applied to different kinds of business, is illustrated in Part II. The author differentiates the types of will of the manufacturer, the publisher, the jobber, the merchant, the manager, the clerk, the correspondent, the canvasser, the advertiser and the promoter, and suggests methods for the development of their respective qualities. Of doubtful value.

HUMAN MACHINE, THE—By Arnold Bennett. New York, 1911. 12mo, 123 pages. Price, 75 cents; postage, 7 cents.

This is one of the author's "pocket philosophies," in fact, a book on applied psychology. In a fresh and interesting style he takes up various traits of human nature and discusses the principles underlying human conduct and expresses thoughts that make a

man reach up to his higher self under headings like the following: Taking oneself for granted; The brain as a gentleman-at-large; The first practical step; Habit-forming by concentration; What "living" chiefly is; Success and failure.

IMAGINATION IN BUSINESS—By Lorin F. Deland. New York, 1909. 12mo, 108 pages. Price, 50 cents; postage, 5 cents.

A collection of interesting anecdotes drawn from the author's own experience, showing how he has solved many puzzling business problems. Interesting and full of suggestions.

INCREASING HUMAN EFFICIENCY IN BUSINESS—By Walter Dill Scott, Professor of Psychology and Director of Psychological Laboratory, Northwestern University. Evanston, Ill., 1911. 12mo, vi+339 pages. Price, $1.25; postage, 10 cents.

A valuable contribution to the psychology of business. The author contends that human efficiency is a variable quantity and that by the application of psychological principles to business great improvements can be secured. The part which imitation, competition, loyalty, concentration, wages, habit and relaxation play in constituting human efficiency in work are then considered. An interesting volume for every business man.

INFLUENCING MEN IN BUSINESS—By Walter Dill Scott. (For particulars, see page 27.)

MENTAL EFFICIENCY—By Arnold Bennett. New York, 1911. 12mo, 119 pages. Price, 75 cents; postage, 7 cents.

Another of the pocket-philosophies of the author, this one dwelling on the conservation of mind. He asserts that a systematic mind is not—as is usually supposed—a natural characteristic, but the product of concentration which in turn is the result of will-power. He shows, then, how the latter is to be developed.

POWER FOR SUCCESS—By Frank Channing Haddock, M.S., Ph.D. 1912. 8vo, xiii+450 pages. Price, $10.00.

An exposition of a "system" for the development of the art of personal influence. In twenty-eight lessons the author explains elaborately his methods of self-culture, mental, moral, physical, and psychic, which in his opinion are the foundation of success in business.

POWER OF WILL—A Practical Companion-Book For Unfoldment of Selfhood through Direct Personal Culture. By Frank Channing Haddock, Ph.D. 12th ed. 1912. 8vo, xiii+387 pages. Price, $3.00.

One of the eight volumes of the "Power-Book Library." Its contents are divided into five parts, viz.: The Will and Success; the Will and Sense-Culture; Mental Régime; Destruction of Habit; Contact with Other People. The human will is discussed and a training outlined which, "persistently followed, is certain to give to the Will mighty power and to enlarge and enrich the person."

PSYCHOLOGY OF ADVERTISING, THE—By Walter Dill Scott. (For particulars, see page 29.)

THOUGHTS ON BUSINESS—By Waldo Pondray Warren. Chicago. 12mo, 1st series (1907), 237 pages; 2nd series (1908), 208 pages. Price, $1.25 each.

A collection of editorials on business conduct which should prove decidedly useful and stimulating to employer and employee alike. "Thoughts on Business" is an apt title.

Economic Principles and Business Education

Only a few books of especial value to the practical business man are listed. Complete information as to books in the field will be furnished on request.

BUSINESS AND EDUCATION—By Frank A. Vanderlip, President of the National City Bank, New York. New York, 1907. 12mo, 563 pages. Price, $1.50.

A series of articles and addresses written or delivered by the author on various occasions and dealing directly or indirectly with business affairs. The first five articles are on commercial education; the others discuss current topics relating to industry, foreign trade, banking or currency. The title aptly describes the contents of the book.

ECONOMICS (Briefer Course)—By Henry Rogers Seager, Professor of Political Economy in Columbia University. New York, 1909. 12mo, xii+476 pages. Price, $1.75.

A treatise on economics, specially well adapted to the needs of schools. The first half is theoretical, though clear and concise; the second part deals with practical economic problems, such as: The tariff question, labor problems, monopolies, the railroad and trust problems in the United States.

HIGHER EDUCATION AS A TRAINING FOR BUSINESS, THE—By Henry Pratt Judson, President of the University of Chicago. Chicago, 1911. 12mo, 56 pages. Price, 55 cents.

The author discusses the influence of college training on young men and its effect on their efficiency in business, and comes to the conclusion that, other things equal, a man will be a better business man for his college training.

OUTLINES OF ECONOMICS—By Richard T. Ely, Ph.D., LL.D., Professor of Political Economy in the University of Wisconsin. Revised and Enlarged by the Au-

thor and Thomas S. Adams, Ph.D., Professor of Political Economy in the University of Wisconsin; Max O. Lorenz, Ph.D., Assistant Professor of Political Economy in the University of Wisconsin, Deputy Commissioner in the Wisconsin Bureau of Labor and Industrial Statistics; Allyn A. Young, Ph.D., Professor of Economics in Leland Stanford Junior University. New York, 1910. 12mo, xiii+700 pages. Price, $2.00.

A standard text-book for the advanced student and business man, with questions and references at the end of every chapter. The four books, into which the volume is divided, treat: (1) of the nature, characteristics and evolution of economic society in general and that of the United States in particular; (2) of the principles and problems, viz., consumption, production, value and exchange, distribution, and the relation of the state to industry; (3) of public finance; (4) of the history of economic thought from the ancient world, through the Middle Ages, to our days.

PRINCIPLES OF ECONOMICS—By F. W. Taussig, Henry Lee Professor of Economics in Harvard University. 2 vols. New York, 1911. 8vo, xxxv+547 pages (1st vol.), xviii+573 pages (2d vol.). Price, $4.00.

"I have tried," says the author in the preface, "in this book to state the principles of economics in such form that they shall be comprehensible to an educated and intelligent person who has not before made any systematic study of the subject." The book deals chiefly with the industrial conditions of modern countries, especially with those of the United States, and discusses ably every important problem of our society, including the problems of labor, of economic organization and of taxation. Up-to-date and interesting.

Economic Problems—Trusts, the Tariff, Prices, Industrial Depressions, Etc.

Only a few books of especial interest to the business man are listed. More complete information on books in these fields will be furnished on request.

COMPARISON OF THE TARIFFS OF 1897 AND 1909 IN PARALLEL COLUMNS—Prepared by William W. Evans, a Clerk of the Committee on Ways and Means, House of Representatives. Washington, 1910. 8vo, 254 pages.

The book shows the classifications, rates of duty and sections of the Act of July 24, 1897 (Dingley Tariff), and the Act of August 5, 1909 (Payne Tariff), in parallel columns, followed by an exhaustive index.

CONTROL OF TRUSTS, THE—An Argument in Favor of Curbing the Power of Monopoly by a Natural Method. By John Bates Clark, Professor in Columbia University, Author of "The Philosophy of Wealth" and "The Distribution of Wealth." New York, 1901. x+88 pages. Price, 67 cents.

Pointing out the benefits of centralization and the menace of monopolies, the author finds a remedy not in the abolition of the tariff, or in forcible dissolution, or regulation of prices, but in keeping competition alive by means of the common law aided by statutes.

COST OF COMPETITION, THE—By Sidney A. Reeve. New York, 1905. 8vo. Price, $2.00; postage, 15 cents.

A discussion of the economic and moral evils resulting from the excessive commercialization of modern civilization. The author comes to the conclusion that the trader obtains abnormal rewards, part of which belongs rightfully to the producer. Illustrated with maps, diagrams and photographs.

ECONOMIC CAUSES OF GREAT FORTUNES, THE—By Anna Youngman, Ph.D. New York, 1909. 12mo, 185 pages. Price, $1.50.

An investigation into the causes of great fortunes by examining in detail the methods by which the Astors, the Goulds, the "Stand-

ard Oil" group and the "Morgan" group have gained their immense riches. In the last two chapters the author analyzes the facts, and the popular criticism against men of large fortunes, discusses the probable future developments and the social service rendered by owners of great wealth.

FALLACIES OF PROTECTION—Being the Sophismes Economique of Frederic Bastiat. Translated from the 5th ed. of the French by Patrick James Stirling. LL.D., F.R.S.E., Author of "Philosophy of Trade," etc. With an Introductory Note by The Right Hon. H. H. Asquith, M.P. New York, 1909. 8vo, 230 pages. Price, $1.00.

In a series of articles the author attempts to refute the arguments of the protectionists and to bring home to the average reader the final benefits of a free trade policy.

FINANCIAL CRISES AND PERIODS OF INDUSTRIAL AND COMMERCIAL DEPRESSION—By Theodore E. Burton. New York, 1902. 12mo, ix+392 pages. Price, $1.40; postage, 13 cents.

A discussion of the nature and causes of recurring economic disturbances and of the indications of their approach. The author makes also practical suggestions concerning the means of their prevention or mitigation. The last chapter contains a brief account of crises and depressions in the United States. The appendix quotes the opinions of several authorities, such as: Walter Bagchot, W. Stanley Jevons, John W. Gilbart, and others, on the causes producing crises and depressions.

GOLD PRODUCTION AND FUTURE PRICES—An Inquiry into the Increased Production of Gold and Other Causes of Price Changes, with a View to Determining the Future of Prices. By Harrison H. Brace, LL.M. 1910. 8vo, viii+145 pages. Price, $1.50.

A discussion of the most important influences, which may affect future average prices, beginning with a history of prices and the effects of increased production of the precious metals, resulting from technical improvements. The counteracting influences are also taken into considerations, and an estimate formed as to the future course of average prices.

INDUSTRIAL DEPRESSIONS—Their Causes Analyzed and Classified with a Practical Remedy for Such as Result from Industrial Derangements or Iron the Barometer of Trade. By Geo. H. Hull. New York, 1911. 8vo, xiv+287 pages. Price, $2.75.

In Part I the author discusses the generally quoted causes of industrial depressions, analyses them and separates the tenable ones from the untenable ones in Part II. In Part III we find an analysis of the depressions and booms from 1833 to 1907; deductions are then drawn and remedies proposed for the prevention of their recurrence. Unfortunately the author develops a theory which prevents his giving sane and impartial consideration to all phases of his subject.

INDUSTRIAL EFFICIENCY—A Comparative Study of Industrial Life in England, Germany and America. By Arthur Shadwell, M.C., M.D. London, 1909. 12mo, xx+720 pages. Price, $2.00.

An examination and comparison of the conditions under which industries, principally textiles and metals, are carried on in the three leading industrial countries, with historical notes on the rise and development of the local industries. The conditions discussed may be grouped in three divisions: (1) The factory (laws, premises, hours, wages, compensation for injury, benevolent institutions); (2) the home (housing, cost of living, social conditions, etc.); (3) miscellaneous (trade unions, pauperism and thrift, education). An excellent book.

MODERN INDUSTRIALISM—By Frank L. McVey, Ph.D., President of the University of North Dakota. New York, 1904. 12mo, 300 pages. Price, $1.50.

An outline of the work and problems of the modern industrial organization in three parts: (1) History, (2) Industry, and (3) Administration. The author deals with the evolution of modern industry in the United States, with the rapid rise of Germany, with the importance of the extractive industries, systems of transportation, forms of organization and other problems.

MONEY AND CURRENCY—In Relation to Industry, Prices and the Rate of Interest. By Joseph French Johnson, Professor of Political Economy in New York Univer-

sity and Dean of the School of Commerce, Accounts and Finance. Boston, 1905. 8vo, 398 pages. Price, $1.75.

The author presents his subject in a simple and practical way, writing—as he says—"for practical men as well as for students." Avoiding technical terminology he discusses the principles of money and credit, their relation to prices, and kindred subjects, from a point of view important to the business man. Particularly interesting are the chapters on the silver question and on "fiat" money.

MONOPOLIES AND TRUSTS—By Richard T. Ely, Ph.D., LL.D., Professor of Political Economy and Director of the School of Economics, Political Science and History in the University of Wisconsin. New York, 1900. 12mo, xi+278 pages. Price, $1.25; postage, 10 cents.

A treatise on the economic theory of monopoly. A chapter on various definitions of monopoly is followed by a discussion of its classification and causes, of the law of monopoly price, of the limits of monopoly and of large scale production. The author winds up with an analysis of the evils and remedies of the trust movement.

MONOPOLIES, TRUSTS AND KARTELLS—By Francis W. Hirst, of the Inner Temple, Barrister-at-Law, Late Lecturer of the London School of Economics. London, 1905. 12mo, viii+179 pages. Price, $1.00.

Part I deals with monopolies in general and their history. Part II treats in separate chapters of the Kartells in Germany and Austria, of the American trusts and of the English trusts and combinations, illustrating the subjects by statistical figures.

MUNICIPAL FRANCHISES—By Delos F. Wilcox, Chief of the Bureau of Franchises of the Public Service Commission for the First District of New York. 2 vols. 1910, 1911. 8vo, 710 and 885 pages. Price, $5.00 per volume.

A study of the principles governing municipal franchises and their practical application. The first part of Volume I deals with general problems, discussing the subject of acquiring franchises,

their effect and the remedies; the second part contains an account of the pipe and wire franchise conditions in typical American cities as affecting electric light and power, telephones, telegraphs, water works, oil pipe lines, gas, etc. Volume II treats of transportation franchises illustrated by actual cases in large American cities and, in part 2, of taxation and control of public utilities.

PROBLEMS OF MODERN INDUSTRY—By Sidney and Beatrice Webb. 2nd ed. London, 1902. xxxii+286 pages. Price, $2.00.

The various problems of the modern English industry are discussed under the following chapter headings: The Jews of East London; Women's Wages; Women and the Factory Acts; the Regulation of the Hours of Labor; How to Do Away with the Sweating System; the Reform of the Poor Law; the Relationship between Co-operation and Trade Unionism; the National Dividend and Its Distribution; the Difficulties of the Individualism; Socialism: True and False.

PURCHASING POWER OF MONEY, THE—A Study of the Causes Determining the General Level of Prices, Including an Explanation of the Rise in the Cost of Living between 1896 and 1910. By Irving Fisher, Professor of Political Economy, Yale University. New York, 1911. 8vo, 505 pages. Price, $3.00; postage, 18 cents.

The elements determining the increase of prices are discussed; the "quantity theory" of money is upheld by the author and statistically confirmed. A new plan is submitted for preventing crises and the evils of price movements.

SOCIAL ENGINEERING—By Wm. H. Tolman. With an Introduction by Andrew Carnegie. New York, 1909. 8vo, 400 pages. Price, $2.00; postage, 20 cents.

A description of the social problems and solutions thereof in the largest industrial plants of the country. An interesting book for every employer of labor. Among the topics discussed are: Efficiency Promotion; Hygiene; Safety and Security; Profit-Sharing; Housing; Education; Communal or Social Betterment.

SPECIAL VOLUMES OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE.

Commerce and Transportation—1902. 4to, 163 pages. Price, paper, $1.00; cloth, $1.50.

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American Business Conditions—1909. 4to, 190 pages. Price, paper, $1.00; cloth, $1.50.

Electric Railway Transportation—1911. 4to, 250 pages. Price, paper, $1.00; cloth, $1.50.

The above volumes are reprints of articles that have appeared in the Annals of the American Academy. Written, as a rule, by eminent authors, they are authoritative and stimulating.

STUDIES IN AMERICAN TRADE-UNIONISM—By J. W. Hollander and G. E. Barnett, Editors. 8vo, 380 pages. Price, $2.75; postage, 20 cents.

Twelve papers by graduate students and officers of Johns Hopkins University, the result of investigations of representative trade unions. Contains also chapters on Employees' Associations, the Knights of Labor and the American Federation of Labor.

TARIFF AND THE TRUSTS, THE—By Franklin Pierce, of the New York Bar. New York, 1909. 12mo, 387 pages. Price, $1.50; postage, 12 cents.

An array of arguments and concrete facts which condemn our tariff. The author gives glaring examples of the inconsistencies and oppressions of our protective system and has added also historical sketches of our own tariff history and of that of England and Germany, our present commercial rivals. A radical downward revision is advocated so as to secure to the people of the United States an equal opportunity.

THEORY OF BUSINESS ENTERPRISE, THE—By Thorstein Veblen, Assistant Professor of Political Economy in the University of Chicago. New York, 1910. vi+400 pages. Price, $1.50.

An inquiry into the nature, causes, utility and further drift of business enterprise from the point of view given by the business man's work, including in its scope the aims, motives and means that condition current business traffic. The cultural bearing of business enterprise on the economic situation are touched upon in the closing chapters. A highly theoretical but interesting discussion.

TRUST PROBLEM, THE—By Jeremiah Whipple Jenks, Ph.D., Professor of Political Science, Cornell University; Expert Agent, United States Industrial Commission; Consulting Expert, United States Department of Labor. New York, 1900. 12mo, xiv+281 pages. Price, $1.00; postage, 10 cents.

A study of industrial conditions, affecting industrial combinations, for the business man and student; also the effects of combinations on the economic, political and social conditions are described.

Several proposed solutions to the trust problem are given in the appendices. The revised edition contains a chapter on "Foreign combinations." The most interesting and vital treatment of this subject yet printed.

TRUSTS OF TO-DAY—Facts Relating to Their Promotion, Financial Management and the Attempts at State Control. By Gilbert Holland Montague, A.M. New York, 1904. 12mo, xviii+219 pages. Price, $1.20.

The development of industrial combination in various industries is traced from the beginning. The advantages and the evils of combinations are thoroughly and clearly analyzed and illustrated by numerous actual examples. The author then takes up the history of anti-trust legislation and advances suggestions for a remedy and solution of the trust problem.

TRUSTS, POOLS AND CORPORATIONS—Edited with an Introduction by William Z. Ripley, Ph.D., Professor of Economics, Harvard University. 1905. 8vo, xxx+477 pages. Price, $1.80.

A text and reference book on the trust problem, applying the "case system." A number of important cases beginning with the early period of pooling are described by several eminent economists, such as J. W. Jenks, Edward S. Meade, Charles J. Bullock and others, based on the legal documents. The legal pronouncement of the case is quoted and analyzed; a few chapters are devoted to a discussion of trust control. Among the cases dwelt upon are: The Michigan Salt Association; Development of the Whiskey Trust; The United States Steel Corporation's Bond Conversion; United States Shipbuilding Company, and the Northern Securities Company case.

Periodicals and Encyclopedias

ADVERTISERS' CYCLOPEDIA OF SELLING PHRASES—By William Borsodi. (For particulars, see page 25.)

ADVERTISING AND SELLING—New York. Monthly. Yearly subscription, $2.00; Canada, $2.50; Foreign, $3.00. Current.

A magazine which contains many highly interesting and valuable articles. It is of interest to executives in other departments, as well as in advertising and selling.

AMERICAN INDUSTRIES—The Manufacturers' Magazine. New York. Monthly. Yearly subscription, $1.00. Current.

Published in the interest of manufacturers and open-shop ideas.

THE ART AND LITERATURE OF BUSINESS—By C. A. Bates. (For particulars, see page 25.)

BUSINESS MAN'S LIBRARY, THE—8 vols. Chicago, 1911. 8vo. Price, $21.00.

A collection of excellent articles on business written by several authors. The volumes deal with various topics such as: Credits and collections, business correspondence, cost of production, buying, organizing a factory, employer and employee, personality in business, and accounting and office methods.

CAXTON, THE—A Magazine for Quality Folks. Monthly. Yearly subscription, $1.00. Current.

A magazine for business men. The articles appearing therein are chiefly inspirational.

DAILY CONSULAR AND TRADE REPORTS—Issued by the Bureau of Manufactures, Department of Commerce and Labor. Current.

Containing the daily reports of the American consular agents from all over the world. Of special interest to exporters. Distributed gratis to those interested.

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EXPORTERS' ENCYCLOPEDIA—Eighth (1912) Edition. 950 pages. Price, $5.00 (including Monthly Corrections and The Exporters' Review for the Calendar Year).

A valuable reference book for every merchant and manufacturer making export shipments. From among the innumerable points of useful information on practically every subject connected with export trade, we may single out the following: The shipping routes from the United States to foreign ports; every foreign port to which through bills of lading are issued; the consular regulations and charges in connection with export shipments; the regulations of steamship companies applying to marking, packing, etc.; the area, population, imports, exports, industries, etc., of every foreign country; the least cost at which a shipment can be made to any foreign port.

HANDY CYCLOPEDIA OF BUSINESS, THE—Compiled by Harrie Goldman, Public Accountant and Auditor. 1911. 8vo, 249 pages. Price, $2.50.

A compilation of definitions, short articles, glossaries, fables and forms of the most varied kind on subjects connected with business; such as accounting, law, advertising, banks, investments, interest, negotiable instruments, etc., etc.

JUDICIOUS ADVERTISING AND ADVERTISING EXPERIENCE—Chicago. Monthly. Annual subscription, $1.00. Foreign subscription, $1.50. Current.

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